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ABSTRACT

A guide to using public relations techniques to promote both everyday services and special events at libraries, this handbook describes and suggests ways to use library displays; in-house printing; the local media, e.g., radio spots and cable television; library programs; marketing and promotion; and fundraising, including the formation of a friends of the library group. Instructions for producing posters and signs are liberally illustrated, and samples and sources of clip art are included. The handbook itself serves as an example of various ways to make public relations materials eye-catching and includes samples of different types of signs and notices. (17 references) (Author/EW)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Please cut along this line, fold in thirds and tape. Mail to address on back.

HELP US HELP YOU!

As the recipient of this booklet, you can help the NJLA Public Relations Committee. First, please tell us who and where you are:

NAME_____

TITLE_____

LIBRARY_____

ADDRESS_____

What kind of public relations work do you do for your library?

_____edit newsletter

_____write press releases

_____design posters, brochures, etc.

_____promote reading clubs

_____arrange exhibits, speakers, films, etc.

_____Other; please explain briefly:

_____

_____layout work for printer

_____printing

_____record audio and/or video public service announcements

_____work with "Friends" group

_____give presentations to community or campus groups

Which pages in the booklet do you find most helpful?

1.

2.

3.

Do you have suggestions for our next edition?

Thank you for your help! Please cut, fold and mail as indicated. (address on back.)

The national library logo is yours!

Use it to promote <u>your</u> library.

(fold)

STAMP

NJLA

Public Relations Committee
116 West State Street
Trenton, New Jersey 08608

(fold)

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Check Your Public Relations I.Q.

■ Why does your library need to use public relations techniques effectively?

- ☐ because it relies on public support
- ☐ to demonstrate the importance of library services
- ☐ to get the recognition your library deserves
- ☐ to best serve your community
- ☐ all of the above

■ A good public relations campaign must involve

- ☐ the Director and the Board
- ☐ the clerical staff
- ☐ maintenance workers
- ☐ the professional staff
- ☐ all of the above

■ The best way to deal with the media is to

- ☐ recognize their need for news
- ☐ tailor your information to their requirements
- ☐ realize that you have to compete for attention
- ☐ maintain an ongoing program of media contact
- ☐ all of the above

■ Marketing techniques, such as surveys and questionnaires, can be productive for

- ☐ supermarkets
- ☐ book stores
- ☐ libraries
- ☐ colleges
- ☐ all of the above

■ To develop a public relations campaign for your library you should

- ☐ identify your audience
- ☐ determine the message you want to send
- ☐ choose the best channels for delivering the message
- ☐ plan a method for evaluating your campaign
- ☐ all of the above

Please turn

FIVE QUESTIONS WITH ONE ANSWER - "ALL OF THE ABOVE".

A good public relations program is crucial to your library. Learning how to apply PR techniques to everyday operations and special events can be an exciting part of your job - and most rewarding.

Please look through this packet for an overview of the topics covered. And come back to it again and again for inspiration and direction.

For additional information you are invited to refer to books from the enclosed bibliography and/or contact committee members.

you really can!

If you have just been crowned "PERSON WHO WILL BE DOING POSTERS, FLYERS, SIGNS, ETC.", you really can do posters, signs, and almost anything else you make up your mind to do...

- keep it simple
- keep it positive
- say what is necessary & no more
- have courage!

It's all really fun once you relax and get going. Inspiration is as close as your mailbox. Catalogs, junk mail, magazines, newspapers and advertisements can provide ideas for your next flyer or poster. A crossword puzzle clipped from the newspaper can be turned into a poster with the caption "Puzzled? Ask us". Personalize advertising slogans. An ad for an online database featuring a picture of a faucet with the slogan "information on Tap" can become "Information on Tap at the Centerville Library". When you find an idea you like, SAVE IT. Keep a notebook or an idea file. Let your imagination take over. If you need some help getting started, check Virginia Baeckler's Go, Pep, and Pop! and FR for Pennies.

Anyone can...truly! Give it a try!

RECIPE

X

● FOR EFFECTIVE POSTERS AND SIGNS: A SENSE OF HUMOR AND A KEEN EYE, EVER WATCHFUL FOR GOOD STUFF YOU MIGHT USE LATER.

●There are many kinds of signs that will help your library function better:
- *directional
- *stack signs
- *check-out,-in
- *book sales
- *closings
- *story hours
- *programs
- *exhibit signs

●Things you need:

*poster board ..... 22" x 28" can be bought at large discount stores, art supply stores, or stationery stores for about 50¢ a sheet, in pretty good colors. You get 4 good-sized posters out of each sheet, or several more sign-sized.

*paper cutter ..... Straight edges count! So does keeping your signs and posters neat and tidy.

*felt tip pens ..... Thick and thin, and in different colors.

*rubber cement ..... No sniffing!

*clear contact paper .. Good idea to protect signs expected to
or laminate survive a while.

*decent-sized scissors. 6 or 7"

*leftovers ..... Alert friends on the staff to save interesting packaging that comes into your library...corrugated paper, pieces of foam, pushed out circles from A-V material, etc. 3-dimensional things on posters catch the eye.

*colored paper ..... Construction paper fades quickly. Check local stationery suppliers for better quality paper.

*scrap file ..... Save good pictures and ideas you might use in the future. Check magazines and newspapers well, and keep goodies in a safe place. Many times good ideas appear magically while you're browsing through your stockpile!

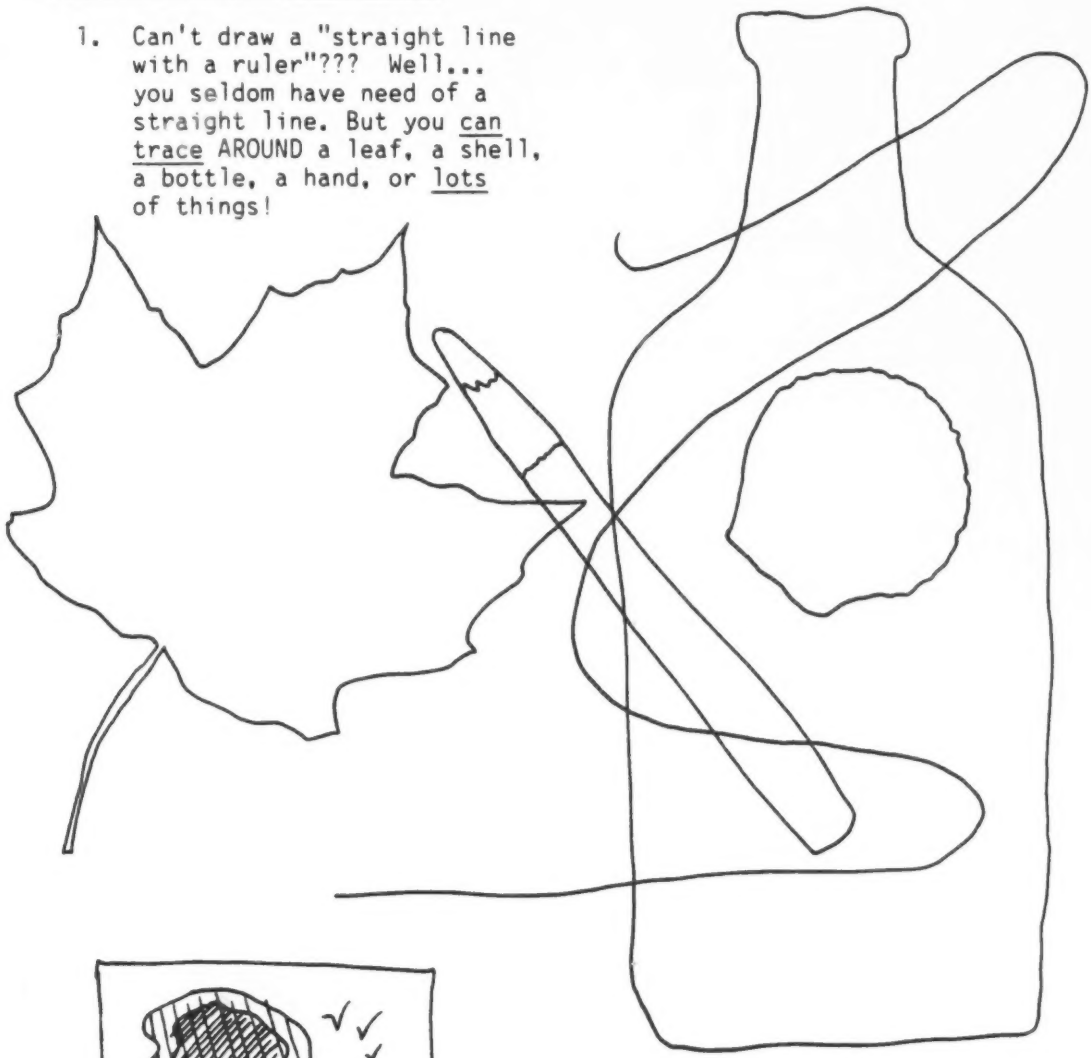
●Things that are nice to have:

*a good copy machine .. If you use thin dark lines, for lettering or a drawing, you can copy parts of a poster when you're doing more than one of the same kind. For instance: you're promoting films at your library. Do a simple drawing on one sheet of white paper and pertinent information on another. Use colored paper (same kind as white typing paper - after you've made sure you can substitute papers in your machine) in copier and make as many copies as you need. Paste up parts on poster boards and you're ready to spread the word!

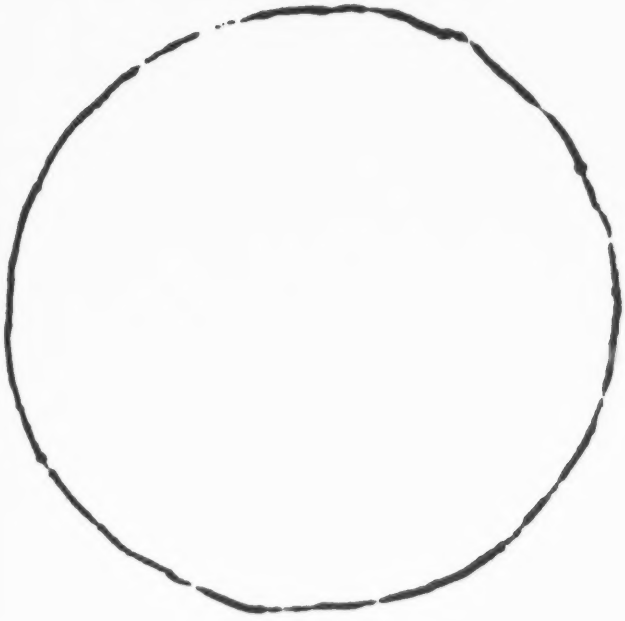
*electric typewriter .... If someone in your library is fortunate enough to have one...beg to use it once in a while. A good typewriter used with instant lettering (explained elsewhere) or hand or cut out lettering (also explained) is a nice change of pace.

● Some examples that may help

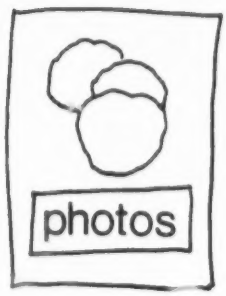
1. Can't draw a "straight line with a ruler"??? Well... you seldom have need of a straight line. But you can trace AROUND a leaf, a shell, a bottle, a hand, or lots of things!



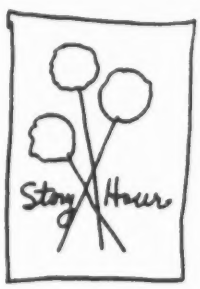
2. Anyone can cut a light green and a dark green shape and a funny tree trunk. And maybe, if you're really brave, you'll add a bird...✓ or two...✓✓ or ✓✓✓.



●3. Put the right-sized circle (a roll of tape, a bottle, etc.) on a piece of paper. Hold firmly and tear around your round object. And there you have a neat circle!... torn on the edges, but a good circle...to be used in many ways.

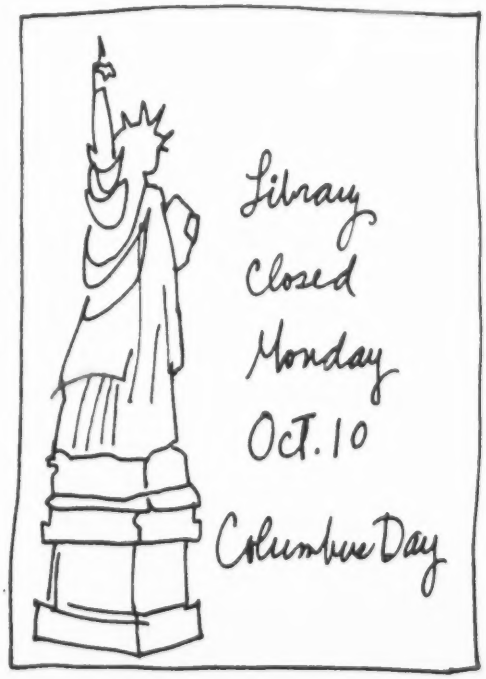


a. an exhibit sign with three different colors for circles, and a rectangle the color of the top circle with instant lettering.

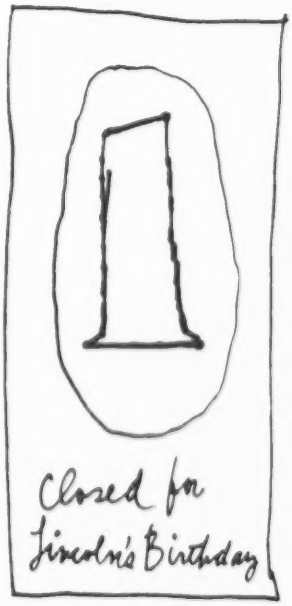


b. they make good balloons, too.

●4. How about a photo (small enough to fit your space) or a drawing of the Statue of Liberty?



●5. Use a crayon to make an easy Lincoln's hat.



LETTERS

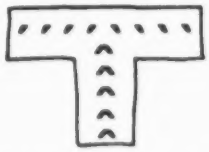
MAKE THEM STAND OUT!

Eye-catching lettering can be used to dress up signs, posters, bulletin boards and memos. Following are some suggestions offered at a workshop during the 1985 American Library Association convention:

- Dress up letters with one or two lines:

EGG OPERA

- Use punctuation marks that come with sets of rub-on letters to dress up letters:



- Use a graphic in conjunction with a word:

- Xerox a design. Put the sheet of paper with the design in it back into the machine. Xerox an outline of a letter over it. Cut out the letter, which will have a pattern to it:

- Use different size letters in the same word:

PILLOW

As easy as 1,2,3!

PROFESSIONAL RESULTS with TRANSFER LETTERS*

chartpak *Velvet Touch Lettering*

AABCDEEFGHIIJKL
AABCDEEFGHIIJKL
AABCDEEFGHIIJKL
AABCDEEFGHIIJKL
AABCDEEFGHIIJKL
AABCDEEFGHIIJKL
MNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
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1123456789OO&$¢%!:
1123456789OO?/*(:::::)

helvetica medium 24PT. **SAMPLE**

Transfer lettering is available in many sizes, styles and colors at art supply and stationery stores, as well as many drug, variety and department stores.

*SAMPLE: Courtesy of Chartpak Graphic Products

PHOTOGRAPHS: Chartpak Catalog

To use lettering follow directions below. Practice with the sample sheet on this page. Then try your hand at a small poster or flyer.

1 Remove sample from this sheet. Set backing aside and position letter you wish to transfer.

2 Rub letter with pencil point or burnisher made for this purpose. Be sure to rub entire letter.

3 Lift sheet carefully. Corrections can be made by lifting letter with Scotch or masking tape and applying new letter. For better adhesion place backing sheet over letter and rub again.

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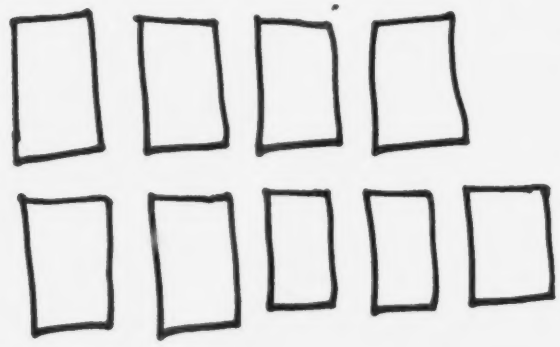
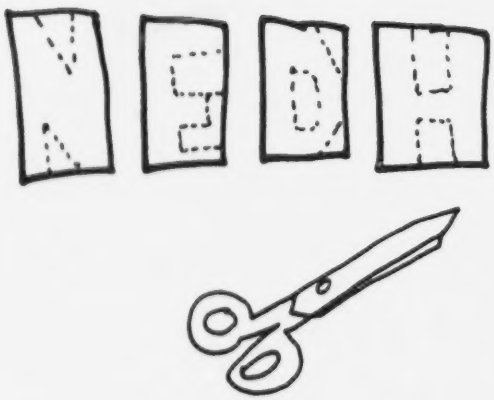
1. Cut a strip of paper the height you want the letters to be.

HOW TO CUT OUT LETTERS·



2. Cut the strip into pieces about the same width (tho an "i" will be skinnier than a "w"), a block for each letter you need, so that you can see if the words will fit in your chosen space.

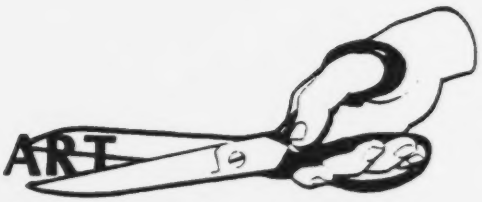


3. If they all fit, cut away! Be brave! Even if roughly or unevenly cut (they really look fine that way) they will be <u>much</u> better looking than badly hand-lettered ones.

   If your paper is thin, you can cut 2, and maybe 3 or 4, of the same letter at the same time...to save time and for some consistency.

4. And when the time comes for pasting you can move the letters around until they're spaced to your liking. (You can't change your mind so easily if hand lettering)

SOURCES OF CLIP ART



ALA Library Clip Art (Order Service, ALA, 50 E. Huron St., Chicago, IL 60611) ALA, 1983.

This loose-leaf publication contains many camera-ready illustrations and headlines especially geared to libraries, along with hints for how to use them.

Caddylak Systems, Inc. (201 Montrose Road, Westbury, NY 11590).

This company offers books of preprinted letterheads, certificates, graphs and forms suitable for reproduction on an office copier. Often humorous, these items can be useful for in-house communications, press releases and flyers. Write for catalog.

Dover Publications (180 Varick St., New York, NY 10014).

The Dover Clip-Art Series and Pictorial Archive Series offer a growing number of inexpensive publications featuring black and white illustrations, copyright-free and immediately usable. The Clip-Art Series is printed on one side and includes books of illustrations, borders, banners and arrows. Write for catalog.

Illustration Guide for Architects, Designers and Students by Larry Evans. Van Nostrand Reinhold, 1982.

This book features hundreds of illustrations of people, trees, plants and vehicles in a variety of sizes and suitable for copying.

Library Imagination Paper (Carol Bryan Imagines, 1000 Byus Drive, Charleston, WV 25311).

Issued 4 times a year, this library-related paper features camera-ready art for bookmarks, flyers, etc. along with printing hints, PR ideas, sources and good articles on all aspects of PR.

Library of Clip Art, Inc. (RD1 Box 219, New Albany, PA 18833).

This collection of clip art for library newsletters, brochures, flyers, annual reports, posters, etc. is designed exclusively for libraries. It provides illustrations covering holidays and seasonal events, book sales, children's programming, bookmobile, audio-visual services, etc. The Library of Clip Art is divided into four seasonal sections, so you can order each book separately for $32.95, or all four for $124.95.

Pick-up Book of Cartoon Style-Illustrations by Dave Ubinas and Esther Langholtz. Arco, 1979.

This book contains over 1000 ready-to-use cartoon illustrations arranged by subject and indexed. There is also a section on layout, paste-up and other techniques.

Sports Graphic Devices by Typony. Van Nostrand Reinhold, 1982.

Silhouettes and drawings of men and women engaged in over 45 different sports.

CLIP ART SAMPLER

from Dover Clip Art Series and other sources

LIBRARY HANG UPS

Almost every library, no matter what size, has a bulletin board. These bulletin boards are often a big headache compared to their value as a public relations tool. The following hints are designed to help you put together effective bulletin boards with the least trouble.

Doing a bulletin board should be a planned, scheduled activity. Before you start, decide:

What is the purpose? Bulletin boards should help your patrons use the library. It can highlight special services or programs. A bulletin board at the check-out desk can suggest materials that might be of interest.

Who do you want to reach? Students? Parents? Senior citizens?

Where is the bulletin board located? A bulletin board inside the library probably won't attract non-library users (unless it's above the copy machine).

What is your message? Don't try to do too much. The best bulletin boards attract attention, arouse interest, create a desire, and lead to action.

What materials do you have available? Construction paper is a basic, but short term material because it fades. Poster board is more fade resistant. Real objects are attention-getters. Look for materials that add texture. Felt or burlap make good background materials.

SOME IDEAS TO KEEP YOUR BULLETIN BOARD
FROM BECOMING
A BULLETIN BORED...

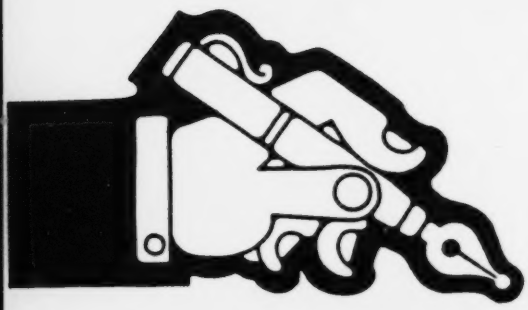
Keep it current. Popular movies, commercials, or even "in" video games can be a source of bulletin board ideas.

Don't drag out a faded witch just because it's Halloween. Easy-to-make paper bag masks highlighting books on making costumes is a better idea. Be specific and link library materials to holidays and seasons.

Pick a theme and use it for the whole year. Develop a character or mascot who appears on each bulletin board.

Schools and public libraries can exchange ideas or, better yet, rotate bulletin board materials.

No staff time to do bulletin boards? Recruit a reliable volunteer.



Congratulations!
YOU'RE THE EDITOR

More than three thousand newsletters are published in the United States today. Marian Edsall, in her Library Promotion Handbook (Oryx Press, 1980), tells the story: "when four people 'organize' one writes a newsletter, one reads it and the other two use it for a laundry list." As editor of your library's newsletter, you want to produce one that's interesting, informative and read. But how?

■ WHO DO I WANT TO READ THE NEWSLETTER - AND WHY?

As with any public relations piece, the first step is to define your audience and purpose. Who is your audience? Staff members? The community? Teachers/students? Government officials? Be as specific as possible. Identify your audience's needs.

What is your purpose? A newsletter can inform, promote, interpret, entertain. The Plainedge Public Library in New York considers its various newsletters as extensions of reference service. Each has a special audience and focus. By defining the audience and purpose, decisions about content and format will fall into place.

■ SOME IDEAS ABOUT CONTENT

The type of material included varies from library to library depending on the audience and purpose. Content should make the reader feel he/she is getting inside information. Use your imagination. Here are a few ideas to start you off:

- New services (or reminders about under-utilized services)
- Profile staff members, volunteers, patrons - show the human side of the library
- Annotated lists of materials on particular subjects
- For staff newsletters - synopsis of board action
- Just for fun items - puzzles, quizzes
- Building plans
- Calendar of events
- Roving Reporter
- Letters

■ A CHECKLIST FOR NEWSLETTER WRITING

*Keep it natural. Writing should be conversational.
*Keep it simple. Don't get caught up in library jargon.
*Keep it current. Publish frequently. A schedule with deadlines helps.
*Action builds interest. Use strong verbs.
*Organize your material in a logical order.
*Write tight. Edit. Keep each item as short and punchy as possible.
*Proofread, Proofread, proofread.

■ PAY ATTENTION TO FORMAT AND LAYOUT

An unattractive, poorly reproduced newsletter is bad public relations. If you have no experience in design or graphics, take time to study some how-to books on the subject. (A good one is Mark Beach's Editing Your Newsletter, Coast to Coast Books, 1982.) Collect examples of good graphic design. Attend workshops. Ask for professional advice.

Choose the format that is right for your library and audience. Do a mock-up and experiment until you have an attractive layout. Some basic principles to follow:

*Use a good size type.
*Don't go overboard with clip art. Keep the designs simple.
*Use graphics to draw attention down the page and to the right.
*Press type headlines allow the reader to scan.
*Keep some part of the format standard in each issue. You want people to recognize you.
*Get the best method of reproduction you can afford. Photo offset offers the best quality.

■ DISTRIBUTION

Establish a plan for distribution. You want to make sure a copy gets into the hands of each member of your target audience. Review your mailing list periodically. It should change and grow if your newsletter is good. Can you insert a copy of your newsletter in another organization's mailing? Sample copies can be placed in the library and other places around town. Ask readers to suggest names to add to your mailing list. Give copies to program attendees.

■ EVALUATION AND FEEDBACK

Try very hard to get feedback from your readers. This is easier to say than do. Try including tear off sheets for readers to return. Pay postage if your budget allows. A phone survey is another method of getting feedback. Evaluating your newsletter may be the toughest part of an editor's job. Hopefully, you'll be able to measure your newsletter's success in happier, better informed patrons.

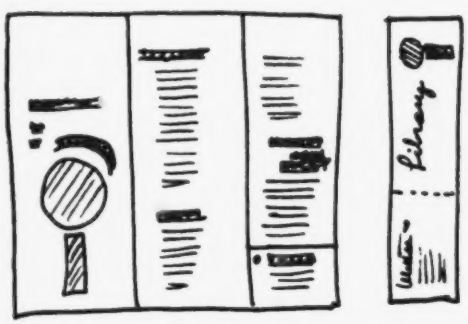
HOW TO UNBEWILDER NEW PATRONS

Although people who work in a library pretty much take for granted everything in that library, new patrons may be utterly bewildered.

Smiling faces and a willing air are most helpful, but when a lot of verbal information is given all at once, some of that information will probably be forgotten on the way home. So, no matter the size or sophistication, each library will be doing an extra service by providing a "handbook" for each new patron.

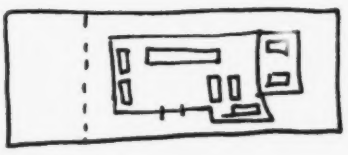
The "handbook" can take the form of a fancy, costly booklet; but it is equally useful to have just one sheet, folded in threes...or even a bookmark.

- Include the name, full address, phone number and library hours...these are a must.
- If room add services offered by this library and through other sources, and bookmobile services if you have one. Do avoid a negative approach...better to say, "you may borrow up to 6 books" rather than, "you may not borrow more than 6 books".
- It's nice to say "Welcome!" or "Glad you're here!" or "Call on us if you need help!"



In the 3-fold sheet or the bookmark, a handy thing to add is a dotted area with name, address, phone and library hours for clipping and keeping in a wallet.

If yours is a good-sized library, or perhaps even if it is small, you might make room for a map showing the important parts of the library.



- If you do not have easy access to a printing department, this is one project you might feel is worthwhile to have printed at a nearby quick printing place.

YOUR ANNUAL REPORT...

WILL IT BE **READ** OR **tossed?**

- An annual report intended for the public (rather than a simple report to governing officials) should present the library's activities and achievements for the year...but it cannot, or should not, try to say everything about the library.

- A theme helps give unity to a report. It can be based on a current issue; or can highlight an important activity, along with a general overall picture. Suggestions for themes:
  - "Matchless Services & Information", in form of oversized match book
  - "Are you getting your money's worth?", money saved by using library rather than buying all of the materials used
  - "Top Value at the Library", trading stamp catalog
  - "Library Book of Lists"
  - "Your Information Bank", when cut out & put together, it's a savings bank for coins

- Your report can be:
  - one sheet brochure
  - brochure of several pages
  - part of a newsletter
  - a page in the local newspaper

- The method: See that the report is appropriate and reflects the true image of your library; not a lavish brochure for a struggling library, nor a skimpy report for a prestigious one.

  Simplify the language so that it is understandable to everyone; perhaps changing "expenditures" into "where our money went".

  There is no need to be dull...with the amount of mail coming into our homes each day, your report should stand out to catch the eye...dare to be different.

  Make headings count...even a skimmer who spends only a few minutes on the report will get the gist if headings are "story telling". Use large enough type for the text of the report.

  The cover can have an intriguing photograph on it, a good quotation, the charm of a child's drawing... The whole brochure should be well-written, well-designed. You can use press type and clip art, a good typewriter instead of having type set, a photocopy machine, colored paper for just the cover, colored ink on white paper, self-mailers (which save the cost of envelopes).

- Final words to keep before you: **eye-catching clear • simple**

- The ultimate in brevity...an annual report produced by a successful ad agency..."BUSINESS WAS GOOD".

your library and the media.

An ongoing publicity program for your library can have many benefits. Besides informing the public about programs, services and materials being offered, having your library mentioned in print and on the air offers increased visibility and credibility.

Here are ten hints for establishing your publicity program:

1. Make a list of your contacts at each local newspaper, radio and TV station. You can learn their names by calling and asking. Don't be timid, most are cooperative. Include in your list, names, addresses, and telephone numbers.

2. Find out and observe deadlines for each newspaper and radio/TV station.

3. Submit releases regularly and in proper form (see sample). Be sure all details are correct. Don't telephone releases except in a real emergency.

4. If possible, one person should make all contacts and write all releases. Consistency and familiarity with press contacts can be very helpful.

5. Limit press releases to one page when possible, and expect your story to be rewritten and shortened.

6. Prepare your release from a reporter's point of view. The lead paragraph should tell who, what, when, where, and maybe why. Don't be afraid to rewrite.

7. Submit releases on adult and juvenile programs, exhibits, new services, building plans, and staff. Children's activities and animals remain favorite subjects. Be objective about what you submit. Would you want to read it if it were about some other organization and not the library?

8. Planning is important...plan on regular entries for newspaper's calendar of coming events. Plan ahead if you want a reporter or photographer to cover a special program. Schedule releases to allow sufficient time when advance registration or tickets are necessary.

9. For radio and TV publicity, contact your local station for guidelines.

10. Most important ... Don't give up! Keep at it, even when a release does not appear. Newspapers have space limitations and must select. If you submit regularly, you will become more proficient and your track record will improve. NO MATTER WHAT, DON'T LOSE YOUR COOL WITH THE PRESS. THEIR CONTINUED SUPPORT IS INVALUABLE.

Your Letterhead

FOR IMMEDIATE RELEASE

TO: Middleburg News

FROM: For further information, call Jane Brown

DATE: April 10, 1985

SUBJECT: Library celebrates Youth Art Month

An exhibit of over 600 works of art by students in the Middleburg Public Schools is now on display at the Middleburg Public Library, 10 Main St., Middleburg, NJ through the end of the month. The exhibit features art work from each of the Township's public schools. It was mounted, with the cooperation of the art teachers, under the direction of Edward Koppel, Supervisor of Art for the school system.

The display, which is the largest ever housed in the year-old library building, features examples of a variety of art forms and crafts including ceramics, weaving, batik, painting, printmaking, poster making, sculpture, drawing and geometric construction. All ages and levels of sophistication are represented in this special show which celebrates the achievements of the Township's youth during the nationally observed "Youth Art Month".

The Library is open Monday through Thursday, 9:00 to 9:00; Fridays, 9:00 to 5:00; and Saturday, 10:00 to 5:00.

Sample

#30

RADIO SPOTS:

Hear Now the Library News

Radio is the most widely used mass communications medium in the world. Information from radio reaches a wider audience than information from newspapers, magazines, and television combined. It is estimated that radio reaches 95% of the public every week. Some tips on how to tap into this valuable resource are:

1. Determine the nearest local station and do some listening. Decide what kind of material is appropriate for a particular station. Is material taped, broadcast live, presented only by studio personnel, etc?
2. Decide what <u>you</u> want to accomplish. Do you want to announce special programs and services? Do book reviews? Create an awareness of library service?
3. Contact the station and schedule a time to discuss your proposal with the program director. Be prepared to be flexible and listen carefully so you know how to proceed.

Radio stations are no longer required to promise free air time in the public interest. Many do because they recognize the need to participate in activities that are of interest to their listening audience. Public service announcements (PSAs) are an excellent way to reach a broad audience. If your local station uses PSAs, here are some tips:

1. PSA s usually run 20, 30, or 60 seconds. Remember, timing is essential. So practice reading your PSA and cut it to fit the allocated time. A rule of thumb is about 2 words a second.
2. Remember the 5 w's--who, what, where, when, and why. Give all the facts.
3. Avoid complex sentences and library jargon.
4. Send information on library letterhead with the contact person's name and telephone number on each item.
5. Type all copy or releases double spaced and use 8½ X 11 paper.
6. If material has a time value, provide at least two weeks in advance of date and indicate a "kill date" when the announcement should be taken off the air.
7. Send a letter of appreciation to the program director when your material is aired.

CABLE TELEVISION AND YOUR LIBRARY

Cable television can bring your library's message directly into the homes of your citizens. You can utilize cable no matter what the size or resources of your library.

How do you begin? First, find out who operates your local cable franchise. Contact the program director and learn what is being done to provide information and programming on the local level.

Where do you fit in? Here are just a few suggestions. Each local situation is different, so you must be creative in order to find the best way to get your message across over cable.

1. THE COMMUNITY BULLETIN BOARD

Many cable companies provide this service. Local organizations submit brief messages to the cable company. The messages are programmed onto an electronic character generator and once programmed, are displayed at regular intervals over the cable system. This is a free resource that can and should be used wherever it is available.

2. LOCALLY PRODUCED PROGRAMS

There may already be a locally produced program that has the perfect format to showcase your library's programs and services. Find out how your library can become a part of it.

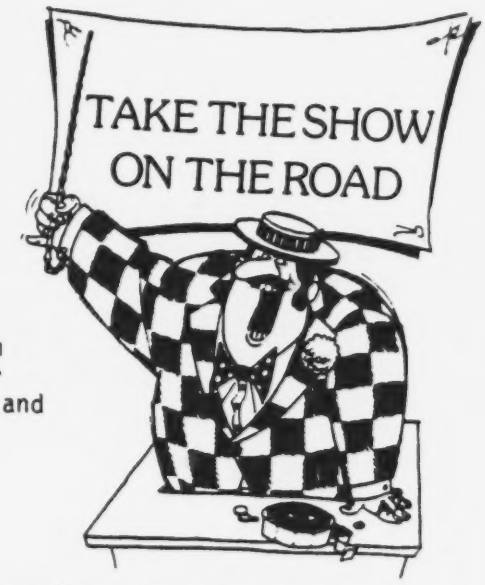
3. YOUR OWN SHOW

Many libraries across the state and around the country produce their own shows. Shows may be done monthly or more often. Library shows may feature book reviews, author interviews, storytelling, or may promote library programs or services. Some are done using cable company equipment, facilities and personnel. Others are produced with the help of volunteers or with the library providing everything. This level of cable utilization requires a good deal of time and commitment.

4. YOUR OWN CHANNEL

In many areas, municipalities and/or libraries operate their own channels. Having your own channel is the ultimate commitment to cable as a medium for information dissemination. Every library may not want to operate its own channel, but that option should be studied in communities where local officials consider it important and are willing to budget for it adequately.

You Don't Have To Be P.T. Barnum



Slide-tape shows can be an effective way to present information about the library to groups of people. Slide shows provide an "in the can" program that may be repeated with little effort. They offer the advantage of being cheaper to produce than film and they are easily updated.

Proper planning is essential for producing a slide show that won't put your audience to sleep. Before you start:

- ☐ Define your audience and target your show at them. Approach your subject from your audience's point of view.
- ☐ Decide on your message. How should the audience feel after seeing your show? Outline the points you want to make. Don't try to put in too many things. Ten minutes is the optimal length of a slide show.
- ☐ Budget. A slide-tape show can be produced with simple equipment but include production costs, staff time, artwork, and music. Allow money for duplicate copies.

GETTING STARTED...

Use your outline to write your script. Opening information should include: what, who, why. Try for a conversational style and make sure you've got your facts straight.

Storyboard your script. Each idea in your script needs a picture to match. Use an index card for each slide you plan to make. The bottom portion of the card is for narration. Make a rough sketch of the picture you will use in the upper left corner. Some points in the script may need to be divided into 3 or 4 statements. Vary your visuals. A general rule is 5 seconds per slide although some slides may remain longer so the audience can absorb the message.

PRODUCTION...

Take slides, remembering to

- ☐ Use a 35mm camera in good condition.
- ☐ Vary your shots. Include action photos and close-ups. An experienced photographer is a plus. Eastman Kodak has some pamphlets on how to take good slides.
- ☐ Always take more slides than you need (for a 10 minute show you'll need at least 80).
- ☐ If you use artwork from books, remember copyright laws.

☐Make title slides using rub-on letters.

Arrange the slides in order to accompany your script. Edit. You may need to re-take some slides.

Choose a narrator. Audition staff members.

Background music is a good idea. Music can be used to highlight ideas or create a mood. Find out about royalty free production music or secure permission to use copyrighted music.

RECORD...

Poor sound can ruin a slide-tape show. Record at a sound studio if at all possible. Ask your local radio or TV station. Many colleges also have sound studios. Make sure the script is read slowly and clearly and the background music is low.

SYNCHRONIZE SLIDES AND TAPE

Decide whether synchronization is to be manual or automatic. An ordinary tape recorder can be used for manual synchronization. Simply insert an "audible beep" to indicate slide changes. Clearly mark your script with slash marks at each slide change. Manual synchronization has the advantage that the program may be loaned to others with limited equipment.

Some slide projectors automatically change slides every few seconds he sound track can be planned to match this change cycle.

More sophisticated equipment will synchronize the sound and slides so the slides will advance automatically by an inaudible pulse.

TEST RUN YOUR SHOW

Be critical. Redo the whole show if necessary. Don't be discouraged. Have a show you can take on the road with confidence.

ADDITIONAL HINTS

☐Label all parts of your show including the containers and script.

☐After each showing, make sure each part is intact.

☐A clear plastic cover for the script makes for easy handling.

☐Take the script to each showing in case of emergencies. Include instructions on the first page of the script.

☐Make copies. Never remove the original from the library.

☐Always in Season, a 10 minute slide/sound show, is available from the ALA Public Information Office. The show can be personalized with local library slides.

The Librarian's Almanac*

Unlike conventional almanacs this mini-version offers little in the way of astronomical and meteorological information. But it does provide numerous ideas for programming, book displays and exhibits year round. Next time you need some inspiration turn to the Librarian's Almanac for a sampling of special months, weeks and days and the birthdays of famous writers.

JANUARY

National Hobby Month, National Soup Month, 'Weeks' Week (to call attention to weeks of importance), Pooh Day (Jan. 18 on A.A. Milne's birthday) & Trivia Day.

BIRTHDAYS: Louis Braille (4), Jacob Grimm (4), Carl Sandburg (6), Wilkie Collins (8), Jack London (12), Robert Service (16), Peter Mark Roget (18), Daniel Webster (18), Edgar Allan Poe (19), George Byron (22), Virginia Woolf (23), Edith Wharton (24), Robert Burns (25), Somerset Maugham (25), Zane Grey (31).

FEBRUARY

American Heart Month, American History Month, Black History Month, American Music Month, International Friendship Month, National Children's Dental Health Month.

BIRTHDAYS: James Joyce (2), Gertrude Stein (3), Charles Dickens (7), Jules Verne (8), Amy Lowell (9), Charles Lamb (10), Charles Darwin (12), W.H. Auden (21), James Russell Lowell (22), Samuel Pepys (23), Wilhelm Grimm (24), Victor Hugo (26), James Farrell (27), Henry Wadsworth Longfellow (27).

MARCH

National Nutrition Month, Mental Retardation Month, National Peanut Month, Red Cross Month, Youth Art Month & Return the Borrowed Book Week!

BIRTHDAYS: Dr. Seuss (2), Elizabeth Barrett Browning (6), Karl Marx (14), Henrik Ibsen (20), Robert Frost (26).

APRIL

Cancer Control Month, Freedom Shrine Month, National Guitar Month, National Home Improvement Month, National Humor Month, Philatelic Societies Month, Pets Are Wonderful & National Library Week.

BIRTHDAYS: Emile Zola (2), John Burroughs (3), Washington Irving (3), William Wordsworth (7), Thornton Wilder (17), Charlotte Bronte (21), William Shakespeare (23), Anthony Trollope (24).

MAY

American Bike Month, Correct Posture Month, Foot Health Month, National Asparagus Month, National High Blood Pressure Month, National Physical Fitness and Sports Month, National Radio Month, Older Americans Month.

BIRTHDAYS: Robert Browning (7), Edward Lear (12), L. Frank Baum (15), Honore De Balzac (20), Alexander Pope (21), Arthur Conan Doyle (22), Rachel Carson (27), Walt Whitman (31).

JUNE

Dairy Month, National Rose Month, National Adopt-A-Cat Month, National Ragweed Control Month.

BIRTHDAYS: William Butler Yeats (13), Blaise Pascal (19), George Orwell (25), Pearl Buck (26), Helen Keller (27).

JULY

National Baked Bean Month, National Hot Dog Month, National Peach Month.

BIRTHDAYS: Ann Landers (4), Abby Van Buren (4), Beatrix Potter (6), Marcel Proust (10), Henry David Thoreau (12), Erle Stanley Gardner (17), William Makepeace Thackeray (18), Marshall McLuhan (21), Alexander Dumas (24), George Bernard Shaw (26), Emily Bronte (30).

AUGUST

International Air Travel Month.

BIRTHDAYS: Herman Melville (1), Alfred Tennyson (6), Izaak Walton (9), Alfred Hitchcock (13), Sir Walter Scott (15), Ogden Nash (19), Edgar Lee Masters (23), Bret Harte (25), Theodore Dreiser (27), Oliver Wendell Holmes (29), William Saroyan (31).

SEPTEMBER

Be Kind to Editors and Writers Month, Cable TV Month, Emergency Care Month, National Sight-Saving Month, Read A New Book Month, Wood Energy Month, Banned Books Week & ask A "Stupid" Question Day.

BIRTHDAYS: D. H. Lawrence (11), O. Henry (11), H. L. Mencken (12), Sherwood Anderson (13), Agatha Christie (15), Samuel Johnson (18), Upton Sinclair (20), H. G. Wells (21), F. Scott Fitzgerald (24), T. S. Eliot (26).

OCTOBER

International Doll Collectors Month, National Adopt-A-Dog Month, National Family Sexual Education Month, National Popcorn Poppin' Month, Pizza Festival Time Month, Universal Children's Day & World Vegetarian Day.

BIRTHDAYS: Damon Runyon (4), Eugene O'Neill (16), Thomas Macaulay (25), Dylan Thomas (27), James Boswell (29), John Keats (29), Ezra Pound (30).

NOVEMBER

National Stamp Collecting Month, National Diabetes Month, Good Nutrition Month, Jewish Book Month, Aviation History Month & American Education Week, Adoption Week, National Family Week.

BIRTHDAYS: Will Rogers (4), Fyodor Dostoyevsky (11), Kurt Vonnegut (11), Robert Louis Stevenson (13), Louisa May Alcott (29), Mark Twain (30), Jonathan Swift (30).

DECEMBER

Hi Nabor Month & Look At The Bright Side Day.

BIRTHDAYS: Joseph Conrad (3), Samuel Butler (4), Thomas Carlyle (4), Willa Cather (7), James Thurber (8), John Milton (9), Emily Dickinson (10), Jane Austin (16), Margaret Mead (16), John Greenleaf Whittier (17), Rebecca West (25), Henry Miller (26), Rudyard Kipling (30), Stephen Leacock (30).

*Source: Chase's Annual Events.

The Appeal of the Past

In the Library

* Old photos, maps and albums of town history make an intriguing display. Look through your Local History collection for hidden treasures.

Old houses are popular. Trace the owners, identify the architecture. The *Historic American Buildings Survey* is a good source.

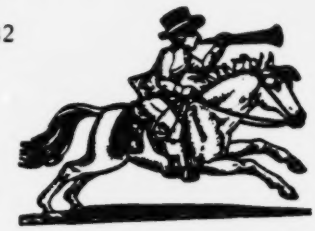
Turn to the headline events of the past be it major flood or a visit from General Washington himself.

Invite the town historian to talk about eccentric millionaires, haunted houses or gypsies.

Feature a Local History bulletin board. Include information on ordering census microfilm or National Archives records.

Around the Town

"Alligator frozen in pond" Newspapers are always looking for fillers. Copy an item from 1882 and send it along, or start a column - "Fifty Years Ago...".



Schools need displays. Go through the files for photos with "kid appeal" so children can see town history for themselves.

Make a Day of it! Celebrate the founding of the town or the birthday of a leading citizen. Have the mayor sign a proclamation.

Branch out with family trees. Ask a genealogist for help in starting a genealogy club.

Take your camera out & snap scenes around town. Do a little homework and *voila!* - a program for the Welcome Wagon or Rotary. Add a plug for your genealogy collection.

Natural Resources

Check town & county historical societies. A wealth of documents, letters and albums reside within.

Who's been using the *Kovels*? Ask collectors to loan those postcards, buttons, fans or whatnots for an exhibit.

Talk to the old-timers. Invite them together for a nostalgia night. Plan to tape some oral history.

Local organizations and institutions may help. Any club that's been in town for a while is bound to have old publicity.

Call Town Hall. Do the city archives include tax maps, police badges, firemen's helmets or photos of previous mayors?

Display photographs, clippings or other items in protective plastic or mylar or ask ask a friendly photographer to duplicate them for exhibits. Never use thumbtacks, tape or sticky labels.

CONTACTS:

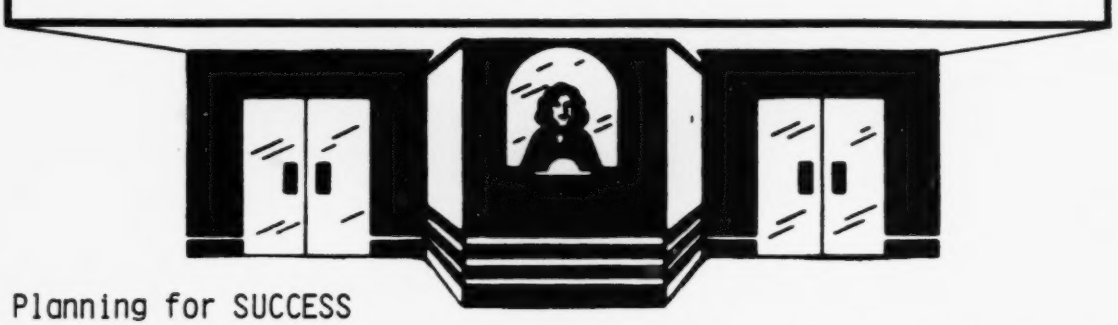
Edna Ierley
Madison Public Library
39 Keep Street
Madison, N.J. 07940

Betty Babicz
Reference Department
Bloomfield Public Library
900 Broad Street
Bloomfield, N.J. 07003

Evelyn Klingler
New Jersey Collections
Morris County Library
30 East Hanover Road
Whippany, N.J. 07981

Local History Department
Morristown/Morris Township Library
1 Miller Road
Morristown, N.J. 07960

SHOWING MOVIES IN THE LIBRARY



Planning for SUCCESS

SUCCESSFUL FILM PROGRAMS ALWAYS START WITH AN IDEA: A SPECIAL AUDIENCE YOU WANT TO TARGET (YOUNG FAMILIES); A TOPIC OF LOCAL INTEREST (SAFETY FOR SENIOR CITIZENS); A UNIQUE WAY OF PRESENTING A PROGRAM (COMBINING ETHNIC FOOD AND FILMS).

Planning for Your FILMS

FILM LIBRARIES AND DISTRIBUTORS CAN HELP YOU LOCATE FILMS FOR YOUR PROGRAMS. PLAN SEVERAL MONTHS AHEAD, WHENEVER POSSIBLE. ASK FOR A WRITTEN CONFIRMATION OF YOUR RESERVATION, AND FIND OUT ABOUT FREE PR MATERIALS (POSTERS, AD SHEETS, GRAPHICS).

Planning for Your AUDIENCE

LET YOUR COMMUNITY KNOW ABOUT YOUR PROGRAMS THROUGH FLYERS, POSTERS, PUBLIC SERVICE ANNOUNCEMENTS AND NEWS RELEASES. CONTACT COMMUNITY GROUPS ABOUT PROGRAMS OF SPECIAL INTEREST TO THEM.

A SERIES OF FILMS WITH A CATCHY THEME OR TITLE CAN OFFER EXTRA ADVANTAGES. BY DOING ONE CAMPAIGN YOU CAN PUBLICIZE A NUMBER OF PROGRAMS AND DEVELOP A REPEAT AUDIENCE FOR FUTURE SHOWS.

Planning for Your SHOW

WHENEVER POSSIBLE, LOOK AT THE FILM BEFORE YOUR SHOW AND PREPARE AN INTRODUCTION. BE BRIEF, BUT OFFER ANY SPECIAL INFORMATION TO ENHANCE THE PROGRAM.

HAVE ALL NECESSARY EQUIPMENT AVAILABLE AND CHECKED BEFORE THE AUDIENCE ARRIVES.

THEN GIVE YOUR INTRODUCTION, TURN OFF THE LIGHTS, TURN ON THE PROJECTOR, AND ENJOY!

SOURCES for Free Films & Film Information:

- BERGEN-PASSAIC REGIONAL FILM CENTER

  JOHNSON FREE PUBLIC LIBRARY
  275 MOORE STREET
  HACKENSACK, NEW JERSEY 07601
  (201) 343-4160

- ESSEX-HUDSON REGIONAL FILM CENTER

  EAST ORANGE PUBLIC LIBRARY
  21 S. ARLINGTON AVENUE
  EAST ORANGE, NEW JERSEY 07018
  (201) 266-5625

- MONMOUTH REGIONAL FILM CENTER

  MONMOUTH COUNTY LIBRARY
  25 BROAD STREET
  FREEHOLD, NEW JERSEY 07728
  (201) 431-7242

- MORRIS REGIONAL FILM CENTER

  MORRIS COUNTY LIBRARY
  30 EAST HANOVER AVENUE
  WHIPPANY, NEW JERSEY 07981
  (201) 285-6116

- SOUTH JERSEY REGIONAL FILM LIBRARY

  CAMDEN COUNTY LIBRARY
  ECHELON URBAN CENTER
  LAUREL ROAD
  VOORHEES, NEW JERSEY 08043
  (609) 772-1642

IDEAS*
FOR NATIONAL LIBRARY WEEK

■ Commuters Are Readers

Last year one New Jersey library arranged to set up a paperback book rack in the local train station during National Library Week. A sign encouraged commuters to take a book to read, and then return it to the library. In subsequent days, the library registered new patrons as a result.

■ Leaders Are Readers

A public library and a community college library both used this theme. In the former, the librarian contacted municipal officials to determine their favorite books. In the latter, faculty and administrators were surveyed to identify books that had made a difference to them. In both cases, displays during National Library Week highlighted the books chosen. A press release to the local newspaper and an article in the campus newsletter spread the word.

■ Readers Raise Readers

Promote family reading activities and you increase the pool of future adult readers. One school library held a "Family Reading Night". It is described in AMERICAN LIBRARIES, October, 1985, pp. 647-49.

■ Readers' Read-In

Involve readers of all ages in a 24-hour Read-In. In one New Jersey library, the Read-In began at 8 PM with the township's mayor reading aloud. It continued for 24 hours straight with adults and children each taking 15-minute turns until the mayor concluded the event the following night. Plan other concurrent activities at the library to cover the 24 hours. Contact all local media for this one!

■ Brainstorming NLW's 1986 theme: Get A Head Start At The Library

* Get a Head Start... on job interviews: feature materials on employers, interviewing; hold a resume writing workshop;

* Get a Head... and put a hat on it! Display hats from different cultures; have a hat-making contest following story hour with "The 500 Hats of Bartholomew Cubbins" and "The Cat In The Hat";

* Get a HEAD Start... Work out a joint promotion with local barbers and hairdressers, pull out the travelling paperback book rack again; try to arrange hair cutting discounts for library card holders.

***stolen, embellished, adapted**

MARKETING:
THE CRUCIAL CONCEPT

■ Most people think of marketing as synonymous with promotion and selling. But according to management expert Peter Drucker, "The aim of marketing is to make selling superfluous." The central concept of marketing is really exchange, where value is offered in exchange for value. In order to arrive at this transfer, however, the needs of the second party must be researched and understood. A product must then be designed which meets those needs. It must also be presented effectively and introduced at an appropriate time and place.

■ Most organizations that enjoy an abundance of customers, like colleges did in the 1960's, tend to ignore promotional operations. Only when buyers, members, funds or other needed resources become scarce do these organizations become receptive to activities like marketing. For a variety of reasons, libraries have found themselves in an era of declining resources and demand over the past decade. They now face far greater competition than ever before in their efforts to satisy the public's recreational and informational needs.

■ During the past decade, technology has spawned a multitude of new home entertainment products, and the computer revolution continues to impact significantly on the kinds of information available to us and the ways in which it can be obtained. As our nation's leisure time increases, a variety of other competitors like shopping malls and health spas also draw the public away from the more traditional types of library use and resources. Non-profit organizations also face another difficulty in that they must deal with new applications of marketing principles because their objectives, products, publics and funding sources are so different from the traditional users in business and industry.

■It seems clear that many challenges lie ahead for libraries in their application of marketing tools and ideas. But to what extent any particular institution operates in this arena depends on the depth of its problems and, even more, on management's attitude toward and understanding of the basic underlying concept.

- A true marketing orientation must focus on meeting customers' changing needs and desires rather than on product, packaging or sales.

- Consumers' perceptions, preferences and satisfaction should be systematically studied and then acted upon to improve continually the services which satisfy the public's needs.

- Employees need to be customer oriented and trained to convey a friendly and helpful attitude which implies that they are working for the customer rather than the boss.

- Another vital factor in the marketing approach is a strategic orientation which looks ahead in assessment of the future in order to adapt readily to its conditions and take advantages of its opportunities.

■One feature of marketing, however, is clearcut at this time for libraries and other non-profit institutions. It offers hope. Administrators are asking a lot of questions about it and experimenting with various applications in an effort to stem the tide of dwindling customers, shrinking revenues and a changing environment. Marketing forces an examination of customer philosophy, information adequacy, operational efficiency and strategic orientation. If efforts to address and improve upon these areas are constant, the library which pursues them cannot fail to achieve a higher degree of success.

Friends in HIGH Places

QUIZ:

		YES	NO
1.	Can you name: each of your town's Council members		
	the Mayor	___	___
	the Manager or Administrator	___	___
	the Clerk	___	___
	the Tax Collector	___	___
	the Police Chief?	___	___
		___	___
2.	Can they name the Library Director?	___	___
3.	If you sent them a note, could you sign your first name only and count on their knowing who you are?	___	___

If the answer to any of these is no, it's time to get to work.

MAKE FRIENDS

Introduce yourself to your town officials and don't make it once a year at the budget hearing. YOU take the first step, and election time is a great time to do it.

Whoever wins, send all winners a letter of congratulations, offering the full services and resources of the library to help them in their duties as Council members, Mayor, etc. If they have been reelected, you can thank them for their past support and look forward to continued support and cooperation in serving the town.

SAMPLE LETTER:

Dear Mayor-Elect:

You've done it again, and your sweeping election victory deserves hearty congratulations.

As you know, the library staff is always ready to satisfy your information needs and welcomes your requests. Between our holdings and those of other libraries in the state network, we have access to a wealth of information. In fact, with increasing computerization in libraries, we have gotten books for patrons from as far away as Barbados.

We are all very proud of the library's growth over the past ten years and are very grateful for the Council's steady recognition and support. In true cooperation and community spirit, the Borough Council, administration and Library Board have worked well together to build a full service library that our residents use with pride.

I look forward to continuing our work together and hope you will feel free to call on me at any time.

REMEMBER YOUR MANNERS

Another good time for letter writing is after the approval of your budget. Thank the Council for their support and give them credit for helping to build the library through such support. It never hurts to work in how much the library is used by the citizens (i.e. voters!) and how the Council's support goes a long way in direct service to the community.

Don't forget your town's Manager, Clerk, and Department Heads. Send them letters when they're appointed to the job. After all, their support is important to good public relations in local government.

DON'T BE BASHFUL...SPREAD THE GOOD WORD

When you add a new service, tally some impressive statistics, register your 10,000th patron, win an award, or have a special event coming up, personally inform your officials about it. Send each one a note or a copy of the press release (personalized, of course). Keep the information flowing and they won't forget the library. In fact, you'll find they might just develop a sense of pride about this wonderful community service they are funding. The more they know about it, the more they'll feel a part of it.

KEEP YOURSELF VISIBLE AT TOWN HALL

No matter where the library is located, the Director must know where Town Hall is located and make frequent trips there. When your budget is due, drop it off personally. When you're going out to lunch, invite the Manager, Clerk, or Tax Collector to join you. Whenever you visit Town Hall, make a point of saying hello to as many employees as you can. Always be prepared to talk about the great things that are happening at the library.

SOME FINAL THOUGHTS

Mayors and Council members are more likely to support something familiar. And they like to spend tax dollars on programs that voters support. If we, as librarians, don't work to foster this familiarity, we cannot expect it to happen by itself. Good government relations take time, creativity, and effort, but the long term results are crucial to insuring the funding and success of our libraries.

PROMOTION & The Academic Library

Academic libraries can use many of the same PR tools as public libraries, e.g. posters, handbooks, exhibits. However, they also have PR opportunities unique to their situation and their clientele.

● FACULTY & ADMINISTRATORS: Talk to them. Find out what their personal interests are, and alert them to material in that area. If they get good service, they will send their students.

Offer a contents page service:
"You may choose up to 5 professional journals from our periodicals holdings list. Upon the arrival of each issue of the titles you select, the contents page will be photocopied and sent to you."

● STUDENTS: Use already existing channels of communication on the campus.

Newspaper: "A regular upbeat column about the library in the campus newspaper is one way to bring an academic community and its library's programs together." (Steve Sherman, The ABC's of Library Promotion)

James K. Bracken expands on this idea in his article, "The Library Column in the Campus Newspaper", AMERICAN LIBRARIES, March, 1983.

Radio: Libraries may also use the campus radio station. Find out what tape format the station uses, and buy or make some public service announcements regarding library services.

● TRUSTEES: If your campus has a newsletter for employees, make sure there is an article from the library in each issue. Highlight consumer, travel, or investment information in addition to curriculum-related materials and services.

Be sure to inform the college public relations officer of any exhibits or events held at the library. These are the channels by which the trustees often keep abreast of what is happening on campus.

Want something more flamboyant? See Penny Elkins' (University of the South) article in COLLEGE & RESEARCH LIBRARIES NEWS, March, 1984. Her ideas and other's are available in "Power Tools Publicity Book 1984: Ideas for National Library Week and All Year Long" from ALA's Public Information Office ($3).

WORKING TOGETHER: School/Public Cooperation

"Two heads are better than one." This old saw is especially true when it comes to library PR. Together school media specialists and public librarians can create a greater awareness of library services for citizens of all ages. Listed below are some suggestions for cooperative projects. Each idea has been used successfully in New Jersey libraries.

* Invite your counterpart to your library. Set goals for cooperative projects. Brainstorm. Some possibilities are: joint celebration of library events, coordinated materials for special holidays, cooperative collection development (especially expensive and little used materials), shared displays.

* Develop union lists of periodicals, films, cassette and video tapes that are available for loan or photo copying. Using a computer data base makes up-dating easy.

* Share bibliographies, new acquisition lists, in-house newsletters.

* Hold joint in-service workshops on topics of mutual interest.

* Try using assignment alerts. These can range from phone calls to printed forms. Meet with school faculty and explain the benefits of assignment alerts.

* Set up a reference hot line between the school and public library during school hours. A phone in both libraries is required. A hot line benefits student research and facilitates communication between libraries.

* Involve teachers, school and public librarians in developing special instruction units requiring a wide variety of materials.

* Is your catalog online? Make duplicate discs for each other - provide a common catalog in one or both libraries.

* Most schools have a van delivery service between buildings. Arrange to have the public library included. Develop and publish a delivery schedule

* Have public library membership applications available in the school media center. Promote public library membership to faculty and administration.

* Local cable television programming is popular. Design programs together. Provide training in TV production for staff members, students and/or interested citizens.

* Exchange librarians for story telling and book talks. Try discussion groups that include students, teachers and community members.

* Design a series of bookmarks highlighting cooperative service-one to each bookmark. Most schools have art departments and graphics equipment to print the bookmarks. Distribute the same bookmark at each library.

A Feast of Fundraising Ideas
for Your Library or Friends Group

Here are some suggestions to get you thinking. Use your imagination to find the projects that are right for your community.

Funds from Donations

Ask for it
Business and industry
Cashing promotional coupons
Churches
Contact civic groups for sponsors of volunteers
Contracts for services
Donations from sponsors
Door-to-door solicitation
Foundations
Grantee fund drives
Grants
Inter-agency fundraising
Local governments
Mailouts
Percentage receipts in stores, bars restaurants
Radio & TV station auctions
Telethon, radiothon, walkathon, readathon
Service clubs
Soliciting private business for goods and services
Sponsors to adopt volunteers/program
Trading stamps
Unions

Funds from Deferred Giving

Endowments
Estate & property donations
Investing cash
Memorial fund
Scholarships
Trust funds
Will remembrance

Funds Through Sale of Services

Car washes
Catering service
Contracted special programs
Handyman
Junior Friends workdays
Memberships
Rent-a-grandmother, grandfather, or kid
Rental collections (books, videocassettes)
Speakers bureau
Sponsor special interest projects
Sustaining memberships
Telephone answering

Funds Through Political Change

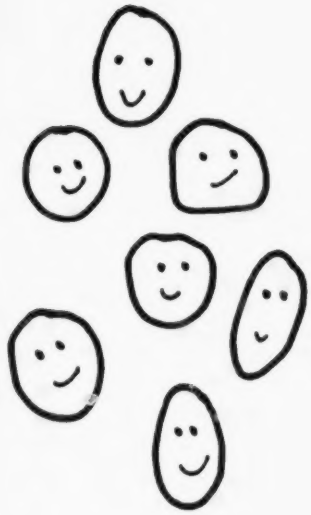
Bond issues
Campaign (sponsors)
City and County Commissioners
Formal presentations to government agencies
Go to legislators through state agencies you may be serving on
Legislation for a special tax
Letters to Legislature
Library Day in the houses of local governments
Library Day in the legislature
National action
Revenue sharing

Funds Through Entertainment

A Day at the Races
Author functions
Battle of the Bands
Beauty contest
Benefit dinner/dance
Bingo
Block party
Bus trips
Card parties
Carnival
Celebrity baseball game
Coordinated benefits
Cruises
Dances, socials, garden parties
Dinners with guest speakers
Donkey ball games
Fashion show
Film festivals
Fishing tournaments
Follies
Horseshoe pitching
Lectures, concerts
Luau
Museum visit
Potlucks
Recognitions
Rodeos
Show house
Sponsor special interest projects
Sports tournaments
Street dances
Style show
Talent show
Testimonial dinner
Theatre parties
Theatre, race track proceeds for "premier on opening night"
Theatrical productions
Tours
Tractor pulls
Wine & cheese tasting party

Funds Through Sale of Goods

Antique bazaar
"Artistic" hot dog sale
Attic Auction
Auctions
Auto resale
Bake sales
Bazaars
Book n' Snack Shop
Bumper sticker sales
Candy sales
Children's book fair
Chinese Auction
Christmas card or tree sales
Cook book
Craft classes-find a sponsor and sell the crafts
Crafts boutique
Dollhouse show
Dutch Auctions
Farmers Market
Flea Market
Flower sales
Food fair
Friends logo item sale
Garage sales
Make and sell cards for seasonal occasions
Plant boutique
Recycling bottles, cans, newspapers
Rummage sales
Swap meets
Thrift and gift shops
Ticket commissions
Tupperware parties
Used book sale
Vending machines in library
White elephant sales



•CARE and FEEDING of FRIENDS

FRIENDS groups are an important part of a library's public relations program. FRIENDS can:

- promote library service
- raise funds for special projects
- lobby for financial support
- sponsor programs
- aid a building drive

START A FRIENDS

An already established group or service club can begin a FRIENDS. Or the mayor, the library director, or trustees may invite interested citizens to initiate a FRIENDS. An individual may get together with like-minded people and plunge right in. A FRIENDS should be independent, but should act with full approval of the trustees and director, and cooperate with other community groups, local government and with the library staff.

For information on formally organizing a FRIENDS group, consult the sources listed on the back of this sheet.

MAINTAIN A FRIENDS

Sometimes enthusiasm wanes once a goal is obtained. A group organized for a building drive may become inactive when the building is completed. Re-orientation on the FRIENDS role may be necessary. A membership campaign may provide the new blood that's needed. Good direction is important in helping FRIENDS develop short and long term objectives. Specific projects related to the objectives may help restore a sense of accomplishment.

FRIENDS need to be recognized and rewarded. Be generous with press releases citing FRIENDS' accomplishments. Special awards for 3 or 5-year members are another good idea.

With the proper care and feeding, a FRIENDS group can become library promoters PAR EXCELLENCE!

(source list on back of this sheet)

Aids in Forming a Friends of the Library Group

DIRECTORY OF FRIENDS OF THE LIBRARY. Chicago: American Library Association, 50 East Huron Street, Chicago, IL 60611.

FRIENDS OF LIBRARIES SOURCEBOOK. Dolnick, Sandy, ed. Chicago: American Library Association, 1980. $7.00.

FIND OUT WHO YOUR FRIENDS ARE. Friends of the Free Library of Philadelphia, Logan Square, Philadelphia, PA 19103.

FRIENDS OF THE LIBRARY INFORMATION KIT. Friends of California Libraries, 717 K Street, Suite 300, Sacramento, CA 95814.

FRIENDS OF THE LIBRARY NATIONAL NOTEBOOK. Friends of Libraries USA, 50 East Huron Street, Chicago, IL 60611.
Quarterly national newsletter of Friends of the Library groups.

"Trustees and the Friends of the Library". Wallace, Sarah and Louis Duich. In THE LIBRARY TRUSTEE: A PRACTICAL GUIDEBOOK. Virginia G. Young, ed. 3rd edition. New York: R.R. Bowker Co. 1978.

NJLA •BEGINNING BOOKLIST

for Library Public Relations

Baeckler, Virginia. PR FOR PENNIES: LOW-COST LIBRARY PUBLIC RELATIONS. Hopewell, NJ: Sources, 1978.

Baeckler, Virginia. SPARKLE! PR FOR LIBRARY STAFF. Hopewell, NJ: Sources, 1980.

Baeckler, Virginia & Linda Larson. GO, PEP, AND POP! 250 TESTED IDEAS FOR LIVELY LIBRARIES. New York: The U*N*A*B*A*S*H*E*D Librarian, 1976.

Burke, Clifford. PRINTING IT: A GUIDE TO GRAPHIC TECHNIQUES FOR THE IMPECUNIOUS. New York: Ballantine Books, 1972.
-Concise but thorough paste-up, camera-ready copy, paper & ink.

Coplan, Kate & Constance Rosenthal. GUIDE TO BETTER BULLETIN BOARDS, TIME AND LABOR SAVING IDEAS FOR TEACHERS AND LIBRARIANS. Dobbs Ferry, NY: Oceana, 1970.
-The best of many books.

Edsall, Marian S. LIBRARY PROMOTION HANDBOOK. Phoenix, AZ: Oxyx Press, 1980.
-Lively, specific and practical.

Garvey, Mona. LIBRARY DISPLAYS: THEIR PURPOSE, CONSTRUCTION, USE. H.W. Wilson, 1969.
-Types of messages, forms for presenting them, design elements, and sources of ideas.

Hoff, Darrell. HOW TO LIE WITH STATISTICS. New York: Norton, 1954.
-Witty and very useful.

Koestler, Frances A. CREATIVE ANNUAL REPORTS. New York: National Communication Council for Human Services, 1969.
-Step by step procedures.

Kotler, Philip. MARKETING FOR NONPROFIT ORGANIZATIONS. Englewood Cliffs, NJ: Prentice-Hall, 1975.
-Strategy, concepts and tools.

Lesly, Philip. LESLY'S PUBLIC RELATIONS HANDBOOK, 3rd ed. Prentice-Hall, 1983.
-Classic...extensive coverage and expertise.

Moran, Irene E., ed. PREPARE; THE LIBRARY PUBLIC RELATIONS RECIPE BOOK. Chicago, ALA, 1978.
-Specific and concise.

National School Public Relations Association.
PUTTING WORDS AND PICTURES ABOUT SCHOOLS INTO PRINT: A HOW-TO GUIDE TO BETTER SCHOOL SYSTEM NEWSLETTERS, ANNUAL REPORTS AND SPECIAL PURPOSE MATERIALS.
Washington, DC: National School Public Relations Assn.
-Equally useful for libraries.

Rice, Betty.
PUBLIC RELATIONS FOR PUBLIC LIBRARIES; CREATIVE PROBLEM SOLVING.
New York: H.W. Wilson Co., 1972.
-Suggests channels other than mass media...including PR for Friends.

Schwarz, Ted.
THE SUCCESSFUL PROMOTER'S 100 SUREFIRE IDEAS FOR SELLING YOURSELF, YOUR PRODUCT, YOUR ORGANIZATION.
Regnery, 1976.
-How to get free publicity, write copy and develop mailing lists.

Sherman, S.
ABC'S OF LIBRARY PROMOTION.
Scarecrow, 1971.
-Practical...media, evaluation, programs, specific ideas.

Wulfmeyer, K. Tim.
BEGINNING BROADCAST NEWSWRITING: A SELF-INSTRUCTIONAL LEARNING EXPERIENCE.
Ames, Iowa: Iowa University Press, 1979.

CONTRIBUTORS

The entire Public Relations Committee of the New Jersey Library Association was instrumental in developing this PR Handbook. A list of committee members who worked directly on each item follows. Please get in touch with them if you have any questions or suggestions.

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(formerly of the Hunterdon County Library)
*Yes You Can!
*Recipe for Effective Posters & Signs
*How to Unbewilder New Patrons
*Read or Tossed?
*Your Library and the Media
*Care and Feeding of Friends
*Beginning Bibliography for Library PR

CATHERINE BURNS
(Morris County Library)
*Radio Spots: Hear Now the Library

EDNA IERLEY BYRNE
(Madison Public Library)
*The Appeal of the Past

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(Ringwood Public Library)
*Friends in High Places

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*Beginning Bibliography for Library PR

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*Promoting the Academic Library
*Help Us Help You
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*Cable Television and Your Library

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*Library Hang-ups
*Take the Show on the Road

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*Showing Movies in the Library

SUSAN TUCKER
*Letters: Make Them Stand Out
*Library Hang-ups

LYNN TUTTLE
(Middlesex County College Library)
*Marketing: The Crucial Concept

LOIS WAINFAN
(Camden County Library)
*Check Your Public Relations IQ
*Transfer Letters - As Easy as 1, 2, 3
*The Librarian's Almanac
*Congratulations! You're the Editor
*Take the Show on the Road
*Ideas for National Library Week
*Marketing: The Crucial Concept
*Friends in High Places
*Promotion and the Academic Library

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